

03-19-04

3622

ATTORNEY DOCKET NO.
065027.0103

PATENT APPLICATION
09/966,845



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Barbara J. Boe, et al.
Serial No.: 09/966,845
Filing Date: September 28, 2001
Group Art Unit 3622
Examiner Yehdega Retta
Title: SYSTEM AND METHOD FOR PROFILING
CUSTOMERS FOR TARGETED MARKETING

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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GROUP 3600

Dear Sir:

CERTIFICATE OF MAILING BY EXPRESS MAIL

I hereby certify that the attached Response to Examiner's Action is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. §1.10 on this 17th day of March 2004, addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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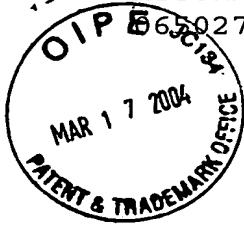
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PATENT APPLICATION

09/966,845

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Antonia Lewis
#6/R
3.25.04

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MAR 28 2004

GROUP 3600

Dear Sir:

RESPONSE TO EXAMINER'S ACTION

In response to the Office Action mailed December 17, 2003, Applicant respectfully requests the Examiner to reconsider the rejection of the claims and the objections to the Application in view of the following amendments and/or comments as set forth below.